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Notes from the Washington State Department of Health, Tobacco Prevention and Control Program

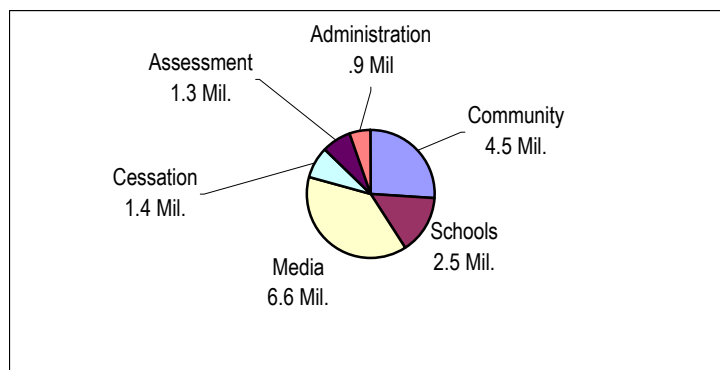
What's new on the tobacco front?

Budget set for 2002-2003

As many of you know, the Legislature provided DOH with the authority to spend \$34,992,000 of tobacco settlement funds during the 2002-2003 biennium. This annual budget of approximately \$17.5 million is an increase of nearly \$5 million for the two-year period.

While considering how to deploy the additional dollars, DOH turned to the policies set in the tobacco council's 1999 plan. That plan recommended a program of tobacco prevention and control activities totaling \$26 million. When the Legislature allocated \$15 million of tobacco settlement funds to tobacco prevention and control efforts for SFY 2001, a number of recommended activities were reduced or eliminated. The funding increase for the current biennium will allow DOH to restore some, but not all, of those activities.

Settlement Funded Expenditures by Program Component for SFY 2002



It is important to note that the Quit Line and the media advertising campaign both operated for about 9 months during the last fiscal year. Sustaining the same level of activity for a full 12 months during 2002-2003 will cost more, but the added expenditure is necessary to achieve the desired program outcomes.

The guiding principles set forth in the Council's tobacco plan, called for activities that are:

- Science-based,
- Consistent with the four CDC tobacco prevention goals, and
- Targeted at youth, adults who want to quit, and pregnant women.

DOH was guided by those principles when it selected the following program enhancements from the Council's 1999 plan:

Budget Enhancements

- Increase funding for community and tribal contracts by 10%.
- Develop and implement a youth Quit Line to serve an estimated 3,000 youth annually.
- Develop a Tobacco Prevention Resource and Training Center to serve communities and train health care providers to intervene with patients who smoke.
- Support a comprehensive planning process for underserved populations in SFY 2002, and conduct targeted assessment and prevention projects in 2003.
- Increase media contracts for production of ads using Washington residents.
- Conduct research in SFY 2002 to explore addition of a component to the anti-tobacco media campaign targeting 18–24 year olds. Implement 18-24 campaign component in SFY 2002 if indicated by research findings.
- Expand adult Quit Line hours to allow more live response to callers on weekends and evenings.
- Support the development of the program advisory committee.

If you have questions, contact your contract manager.

Terry Reid named to advisory panel

Tobacco Prevention and Control Program Manager Terry Reid has been named to an advisory panel that will support an evaluation of how states are implementing the Center for Disease Control's (CDC) Tobacco Control Best Practices. The "Multistate Evaluation of Best Practices" is a joint project of the CDC and the American Legacy Foundation in partnership with the Missouri Department of Health. The project will collect qualitative and quantitative data from key tobacco stakeholders in 20-25 states. Panel members will help identify the states to be evaluated and establish relationships with those states. Other Advisory Panel members include:

Peter H. Fisher, Campaign for Tobacco-Free Kids

Stan Glantz, University of California – San Francisco

Kirk Kleinschmidt, American Heart Association

Sally Herndon Malek, North Carolina Dept. of Health & Human Services

Kathleen Nolan, Assn. of State and Territorial Health Officials

Randy Schwartz, American Cancer Society

Cassandra Welch, American Lung Association

Order Clearinghouse materials early

When ordering materials from the Clearinghouse, keep in mind that it will take 4-6 weeks for your order to arrive. Please, plan accordingly.

Contact: Carla Huyck at 360.236.3578 or email Carla.Huyck@doh.wa.gov

Note from H.E.R.E.

The H.E.R.E in Washington (Health Education Resource Exchange) web site is a clearinghouse of public health education and health promotion projects, materials and resources in the state of Washington. This website helps community health professionals share their experience with colleagues around the state. H.E.R.E. staff ask you to consider sharing your local projects and materials (brochures, flyers, posters, etc.) with others in Washington.

You can submit material to H.E.R.E. at: <http://www.doh.wa.gov/HERE/materials/matform.html>

You can submit information about your local tobacco prevention or other public health project at: <http://www.doh.wa.gov/HERE/Projects/projform.html>

You can use the Rolodex feature of H.E.R.E. to search for people by name, location, skills and interests. Please consider entering your information in the Rolodex at:

<http://www.doh.wa.gov/HERE/rolodex/rolodexadd.asp>

The main page of H.E.R.E. is located at: <http://www.doh.wa.gov/HERE>

ALF needs teens to comment on Web site

The American Legacy Foundation (ALF) has a new youth Web site in the works and they would like teens in your community to complete an online survey that will help them design an effective site. The new site, called VOICE, will be a national resource providing young tobacco control activists with innovative turn-key initiatives, access to experts, access to their peers, motivation through inspiration, and information in their language. VOICE will provide teens with a place to go when planning local initiatives or events.

While VOICE will be designed for youth, adult tobacco control leaders can play an important role in publicizing the site to their local youth groups and directing youth to VOICE when they are planning local tobacco control activities. ALF staff ask that you help them by asking teens in your youth groups to complete the VOICE survey online at <http://www.your-voice.org/>

Lewis County was there

In our last newsletter we listed the counties that sent teens and chaperones to Outrage 98119, the Youth Summit held last month in Seattle. Although Lewis County was among the counties that participated in the event we accidentally omitted them from our list.

Questions, comments submissions

If you are planning a training or event in your area that you would like to make known to the state tobacco prevention community, you are welcome to submit an announcement to this newsletter. Send your announcement to larry.champine@doh.wa.gov or call 360.235.3614.